

ORDER



WOTV

Orders
Order / Rev: 206639
Alt Order #: 6853543
Product Desc: Political
Estimate: 2332
Flight Dates: 09/19/12 - 09/25/12
Original Date / Rev: 09/18/12 / 09/19/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Buying Time
Buying Contact: Petry Philadelphia
Billing Contact:
 650 Massachusetts Avenue NW
 Washington, DC 20001-3796

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Pestka for Congress
Demographic: A35+
Product Codes: PL1
Priority: P5
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN5252/SP2893/TO824/AL1472

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	16	\$1,285.00	\$1,092.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	16	\$1,285.00	\$1,092.25	0.00
Totals	16	\$1,285.00	\$1,092.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOTV	3%	\$1,285.00
Market	100%	\$42,833.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOOD	41%	\$17,561.67
WTLJ	0%	\$0.00
WWMT	30%	\$12,850.00
WXMI	10%	\$4,283.33
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	16%	\$6,853.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOTV	09/20/12	09/20/12	Daybreak @ 6	CM	6-7a	---T---	:30	1	\$30.00	P4	0.00	NM	1	\$30.00
Daybreak @ 6 News 8 Daybreak <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 ---T--- 1 \$30.00 0.00															
E 6	WOTV	09/20/12	09/20/12		CM	7-9a	---T---	:30	1	\$50.00	P4	0.00	NM	1	\$50.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
GMA Good Morning America															
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$50.00		0.00			
E 11	WOTV	09/19/12	09/19/12	News 8 @ 6p News 8 @6p	CM	6-630p	--W----	:30	1	\$75.00	P4	0.00	NM	1	\$75.00
News 8 at 6pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$75.00		0.00			
E 16	WOTV	09/24/12	09/24/12	Mon Prime Other 2 Monday 8-10p	CM	8-10p	M-----	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
Dancing w/ Stars															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$500.00		0.00			
E 18	WOTV	09/22/12	09/22/12	GMA Sa GMA Saturday	CM	8-9a	-----S-	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
Good Morning America															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$50.00		0.00			
E 20	WOTV	09/23/12	09/23/12	GMA Su GMA Sunday	CM	8-9a	-----S	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
Good moring America															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$50.00		0.00			
E 21	WOTV	09/23/12	09/23/12	ABC This Week ABC This Week	CM	858-10a	-----S	:30	1	\$75.00	P4	0.00	NM	1	\$75.00
This Week															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$75.00		0.00			
E 22	WOTV	09/23/12	09/23/12	News 8 @ 6 Weekend News 8 @6 Weekend	CM	6-630p	-----S	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
Sunday 6P News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$100.00		0.00			
E 23	WOTV	09/23/12	09/23/12	World News WKND World News Weekend	CM	630-7p	-----S	:30	1	\$75.00	P5	0.00	NM	1	\$75.00
Sunday 6P News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$75.00		0.00			
N 24	WOTV	09/21/12	09/21/12	M-F 9-10a Trisha Goddard	CM	9a-10a	----F--	:30	1	\$20.00	P5	0.00	NM	1	\$20.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$20.00		0.00			
N 25	WOTV	09/24/12	09/24/12	M-F 4-5p The Doctors	CM	4-5p	M-----	:30	1	\$25.00	P5	0.00	NM	1	\$25.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$25.00		0.00			
N 26	WOTV	09/24/12	09/24/12	Daybreak @ 6 Daybreak @ 6	CM	6-7a	M-----	:30	1	\$30.00	P4	0.00	NM	1	\$30.00
News 8 Daybreak															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$30.00		0.00			
N 27	WOTV	09/25/12	09/25/12	Daybreak @ 6 Daybreak @ 6	CM	6-7a	-T-----	:30	1	\$30.00	P4	0.00	NM	1	\$30.00
News 8 Daybreak															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$30.00		0.00			
N 28	WOTV	09/21/12	09/21/12		CM	7-9a	----F--	:30	1	\$50.00	P4	0.00	NM	1	\$50.00

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				GMA											
				Good Morning America											
				GMA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--		1			\$50.00			0.00			
N29	WOTV	09/24/12	09/24/12	GMA	CM	7-9a	M-----	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
				Good Morning America											
				GMA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----		1			\$50.00			0.00			
N30	WOTV	09/24/12	09/24/12	News 8 @ 6p	CM	6-630p	M-----	:30	1	\$75.00	P4	0.00	NM	1	\$75.00
				News 8 @ 6p											
				News 8 at 6pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----		1			\$75.00			0.00			
													Totals	16	\$1,285.00